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ABSTRACT

One of the best forums for teaching creativity in advertising is the student-run advertising agency. It is organized like a typical advertising agency with a creative department, a media department, a research department and an account service department, and has a pyramidic structure. Student-run advertising agencies exist for two primary reasons: (1) they help to give the student experience; and (2) they provide a service to the community. Comments from former participants in student-run advertising agencies who are now employed in advertising show that experience in on-campus agencies gives students a competitive edge in their job searches. The teaching environment in a student-run advertising agency is more like the professional world and less like the academic world because it teaches by doing, in a hands-on environment. (Nineteen examples of student work are attached.) (SR)

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Student-Run Advertising Agency: A Showcase for Student Work

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Student-Run Advertising Agency:
A Showcase for Student Work

One of the best forums for teaching creativity in advertising is in the student-run advertising agency. These agencies are generally filled with energetic advertising majors who have a great desire to "build their book". Since student agencies have recently gained recognition as a laboratory opportunity for advertising students, the next step is to use this ready-made environment for teaching.

The student-run advertising agencies' increased level of attention is a function of the increasing advertising student enrollments in colleges and universities throughout the United States. In the thirteen year period ending in 1988, undergraduate programs, in general, increased by 18%, while journalism programs increased by 32%. Advertising has led the growth in journalism and now accounts for more than 15% of all the nation's journalism and mass communications students—1989 was the first year that advertising surpassed news-editorial in number of students. (1)

Foskit and Wolter found only eight student-run advertising agencies in 1989, but there has been growth. (2) While no one knows how many of these agencies exist in total, a study conducted at the University of Kansas found that when the 370 U.S. universities registered with the Accrediting Council on Education in Journalism and Mass Communications were surveyed, twenty-three indicated that they have a student-run advertising agency. A prediction that this learning environment will increase in the future is easily accepted. (3)

It is not unusual to find students dedicated to the success of the student-run advertising agency. One such agency meets at 7:30 Wednesday mornings, yet as many as 135 people might show up. This dedication and desire to make the agency live, can be translated into a learning environment for the students. This learning environment is aided by the organization, the inherent reason for these agencies' being, and a unique teaching methodology. These benefits translate into quality student work worthy of a portfolio. The quality of the student's portfolio will impact on the quality of the career starting position a student can expect after graduation. "Advertising agencies are looking for the very best portfolios they can find." (4)

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Organization:

The student-run advertising agency is organized like a typical advertising agency with a creative department, a media department, a research department and an account service department. Each department is headed by a director. This "Navy chain of command" allows for an ideal teaching environment. The creative director oversees several associate creative directors (ACD) who in turn oversee a group of writers and artists. Each ACD is responsible for an account or group of small accounts. This pyramidic structure allows the instructor to review creative work after it has filtered up to the creative director. Quality control and an easy teaching environment can be implemented because the instructor need only educate one student about the importance of professionalism and the responsiblity that goes with it.

For example, one student advertising agency pitched the student yearbook on a trade-out basis. The yearbook agreed to grant a full page ad to the student-run advertising agency, and the agency agreed to prepare the advertising that the year book needed for the student-run newspaper. When the ACD consistently came up with mediocre creative work, the creative director preached quality control to the ACD and only involved the instructor for support.

Reason for Being:

Student-run advertising agencies exist for two primary reasons. The key reason for the agency's being is the opportunity the agency provides for students to gain experience. Students increase their propensity to acquire a solid start in the advertising profession when they have had actual experience. This experience is available and is important for every advertising discipline—account management, media, research and creative. Secondarily, the agency gives student, faculty and the university an avenue for providing service to the community.

Helps to give the student experience (Laboratory):

A student-run advertising agency is one of the best opportunities available to students whether

they are seeking a writing or visual creative career. It is one of the first opportunities that students have to test their new-found knowledge, and they get to do it while they are still in the learning environment of the university. It is a stong introduction to professionalism for those that want a career in advertising. They can try a variety of positions in the Agency (they could never do that in real life). The opportunity to work in account management, media, research, art, and/or copy can help them to determine their interests. Students can then hone their talents in what will be the best and most rewarding field for them. They can also apply their immediate classroom learning to real life problems; for example, they can take a visual or graphics course and try their hand as an art director, or they can take a media class and then go to work in the media department. Whatever class they are taking can be put into practice through the student agency. It helps prepare students for the competition they will face after graduation, because it is theory put into practice.

The next generation of advertising professionals is running student advertising agencies now. These quasi-professionals are learning, making mistakes [but not being fired for those mistakes] and learning to not make them a second time. They are learning what advertising is really about from the safe environment of the student-run agency. They are also learning that clients are tough. Clients suddenly change from the pleasant person giving an in-class assignment to someone signing a check. Account people are learning how to develop basic strategy, they are also learning to communicate effectively with their clients and within the Agency. Media people are learning to present information correctly and how to deal with salespeople. The creatives are learning to stand up for what they think is right, they are getting a chance to put produced pieces in their portfolio. Research people are learning how to personally interview respondents (because there is never enough money for research). Everyone is learning that advertising is very different when you are actually doing it, not just reading about it. This experience is helping to give students confidence, and is allowing them to appoach the title "professional". (5)

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Provides an opportunity to give something back to the community.

The student-run advertising agency can provide low-cost advertising service to businesses that do not currently employ the services of an advertising agency. This could be due to of the cost of a professional agency, or the simple fact that many small businesses do not understand the value of an agency. The service that the agency provides will benefit the university, the unit, the professor and the student. All have the chance to give something to others. Advertising has a propensity to attact people interested in getting all they can for themselves. That's okay, because advertising is a competitive business by its very nature (and the advertising itself is becoming more and more competitive), but the student-run advertising agency may be an opportunity for this next generation of advertising professionals to learn altruism—on a small scale.

Given these two goals, it is important to recognize key constraints that may exist. The most important of which is for the agency to remain competitively neutral. That is, the student-run advertising agency may not compete with private enterprise. Most states have statutes prohibiting government from competing with private industry. [Student-run advertising agencies will have some benefit from the university— free space or a place to meet if nothing else— and since many universities are supported by state government, some people construe student-run advertising agencies as enterprises supported by the state.]

Helps to find jobs after graduation (accountability):

Advertising is a university program that is increasing in popularity at alarming rates each year. There may be as many as fifteen thousand students who will graduate with a degree in advertising (according to some estimates) yet there may be as few as four or five thousand jobs. The *Los Angeles Times* recently reported that the job market for new advertising graduates is so poor that many of the students initially work without pay just to get the connections they need to find a paying job. (6)

But this dismal picture may be offset through the student-run advertising agencies.

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Student-run agencies are doing the same thing for advertising students that student run newspapers have been doing for news/editorial and photo students. In fact, student-run advertising agencies are providing a new accountability test for advertising programs. (3)

On-campus agencies are giving advertising students a competitive edge – a positive point of difference that is helping these students in their job search. Here are a few examples:

Craig Simpson, a copywriter at Kirshenbaum & Bond in New York City and formerly a copywriter at Allen Hall Advertising (the student-run advertising agency) at the University of Oregon, puts student-run advertising agency experience into perspective. "It helped me to understand what an agency is all about. It's a realistic introduction to the purpose of advertising. I present my work to my clients at Kirshenbaum & Bond the same that I did at Allen Hall. It really prepared me."

Another ex-campus agency person relates her story of interviewing after graduation. She was told by personnel that three people were going to be hired in the agency's account service department that year, and that the three candidates had already been chosen. She asked if any of the three had helped to build an advertising agency from scratch, or if any had experience actually working in account service for an advertising agency? When personnel guffawed, she said, "You might as well call number three right now, because I'm taking that spot." And she did. She obviously learned assertiveness along with advertising.

Jed Schroeder is in account management at Foote, Cone & Belding in Chicago. He is also the past president of Oread Advertising (the student-run agency) at the University of Kansas. Jed gives a lot of credit to his campus agency experience in saying, "I know that my experience at Oread got me interviews. Once (I was) in the interviews, people were impressed with the drive it took to run an on-campus agency. They were also impressed with the practical experience that could not be gained in a classrooom, and was not offered in any graduate program."

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When asked if his student-run advertising agency experience helped him find his first job, Jack Fund, past president of Allen Hall Advertising and currently a copywriter at Rubin Postaer in Los Angeles said, "The confidence I learned dealing with clients gave me the where-with-all to deal with advertising people in interviews."

Journalism schools, incorporating advertising programs, have long prided themselves on their ability to place graduates in professional positions. Since advertising now has so many graduates, the ability of the students to actually find advertising jobs after graduation has become more difficult. Students are learning that they have to create ways to differentiate themselves from the hordes. The on-campus advertising agency is certainly one method. Jed Schroeder may have said it best, "If I didn't have experience at Oread Advertising, there is no way I would have the job I have now."

The student run advertising agency can provide an avenue to make advertising students more marketable in the highly competitive job market that follows graduation. (3)

Teaching Methodology:

The student run advertising agency provides an environment that fosters hands-on teaching. The teaching environment is more like the professional world and less like the academic world because it teaches by doing, in a hands-on environment. A large number of professionals learned in the same way, with one person teaching and one person learning by doing. The chain of command with multiple layers makes this learning environment possible, because quality and thinking filter down. Students quickly learn, however, that this method can be frustrating as their associate creative director approves some work only to find the student agency creative director votes thumbs down. Occassionally, this will happen at the advisor level as well.

The benefit of the chain-of-command organization outweighs the negative of distancing final approval from the advisor. S/he can then help the agency to actually increase the quality of the

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work for clients, service to the community, and quality of student portfolio pieces. The pyramidic organization allows this to be done without letting the advisor get bogged down in the minutia of evaluating every piece of advertising, every concept, every research proposal or every time an account person recommends a change in a newspaper ad size. This freedom is mandatory for time commitment reasons for virtually every faculty member that will serve as a student-run advertising agency advisor.

The advisor acts as the ship's captain ... neither steering, nor navigating, nor powering the vessel. There is a great temptation to do more, but the advisor must take great care to only advise. (7)

The Future:

As advertising programs continue to increase in numbers and as advertising jobs become fewer, the students that make it as creatives in the advertising business will have to separate themselves from the multitudes. The student-run advertising agencies are providing the opportunity for students to do just that. Universities, journalism programs, and especially advertising programs are finding themselves graduating too many people for the job market. Preparation of the students is key. And, outcomes assessment is a major factor in these programs. Students must find a way to become more competitive, and to differentiate themselves in the job market. The student-run advertising agency is helping. It is not, however, a substitute for classroom learning.

Conclusion:

Students, faculty, and administrators have to address the problem of preparing students for the highly competitive job market. Creative people need a portfolio. The student-run advertising is one way to allow creative people to acquire that portfolio. Account people, media people and

(More)

research people need the work experience to separate themselves from all the other advertising graduates. The student-run advertising agency is providing that experience.

The work that the students can put into their portfolio is the real test of whether student-run advertising agencies are making it or not. The following nineteen pieces are examples of student work (see attached).

Examples:

Student Agency	University	Client	Work
1. Allen Hall	University of Oregon	Energy III	Baseball promotion
Allen Hall	University of Oregon	Stdnt Health Ctr	"Aids" ad
Allen Hall	University of Oregon	ABC	"Shooting" ad
Allen Hall	University of Oregon	Museum	"Dig Rock" ad
Allen Hall	University of Oregon	USDA	"Camp Stamps"
2. Bow Wow	Drake University	SJMC	Internship brochure
Bow Wow	Drake University	Variety Club	"Celebrate Children" Poster
Bow Wow	Drake University	United Way	"Volunteer Pool" ad
4. Oread	University of Kansas	Yearbook	"Don't Wait" ad
Oread	University of Kansas	Yearbook	"Wrote Book" ad
Oread	University of Kansas	Yearbook	"$25 Picture Book" ad
Oread	University of Kansas	Weston, MO	"Host" billboard
Oread	University of Kansas	Special Delivery	"Mother's Nature" ad
Oread	University of Kansas	Oread/Self	"Kick Some Ads" ad
Oread	University of Kansas	AAA	"Passport" brochure
Oread	University of Kansas	FF&E	"Illuminating" postcard
5. Student Agency	S. Illinois University	Wazo's	"Daily Specials" ad
Student Agency	S. Illinois University	Wazo's	"Mozzarella" ad
Student Agency	S. Illinois University	Egyptian Photo	"Coupon" ad
6. Travis & Maguire	University of Illinois	Self-promo	"Keyhole"
Travis & MaGuire	University of Illinois	Hair Benders	"We don't copy..."
Travis & MaGuire	University of Illinois	Tuscola National	"Years ago ..."
Travis & MaGuire	University of Illinois	LaBamba	"Burito Man"
Travis & MaGuire	University of Illinois	Fuad's	Outdoor

(More)

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Energy III

Baseball Promotion

The baseball promotion included a three piece mailing to building contractors. The first mailing included a letter telling the potential customer about Energy III insulation and included a baseball bat in a box with the copy, "THE ONLY BATT WORTH USING" printed on the box.

The second mailing included a baseball with the copy, "THE ONLY PITCH WORTH USING" printed on the box, with another letter telling the benfits of Energy III insulation.

The third mailing had the letter with benefits and a baseball-like ticket to a breakfast presentation for the construction industry to learn about Energy III.

(Slides will be available if the paper is accepted for presentation.)

AIDS. MAYBE YOU DON'T GET IT.

Up to 60 University of Oregon students may already have the AIDS virus. Thousands more are putting themselves at risk by ignoring the truth:

AIDS is something that affects us all.

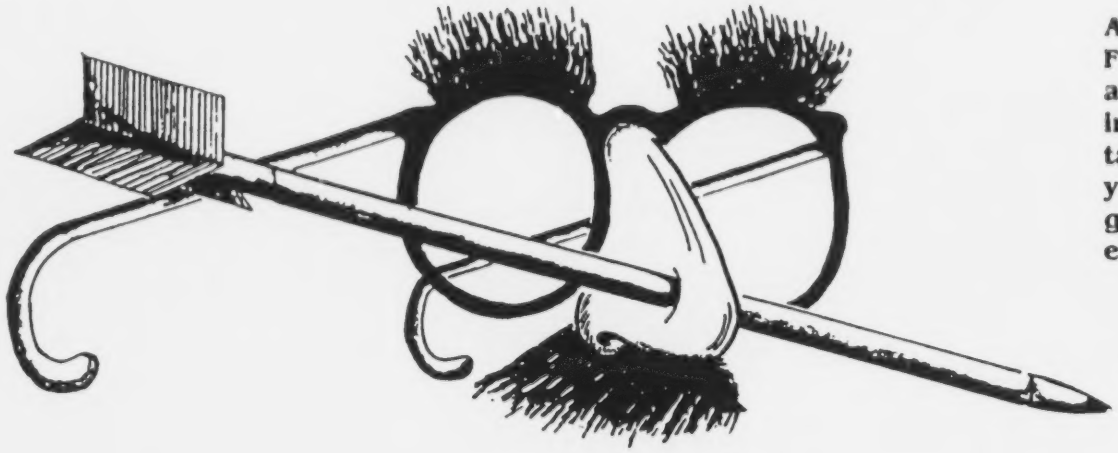
Practice safe sex,
and take the chance out of AIDS.

For more information,
call the Health Education line
at 686-4456.

Sponsored by
the Student Health Center.

AIDS. TAKE IT PERSONALLY.

We're shooting for the funniest people in Eugene.



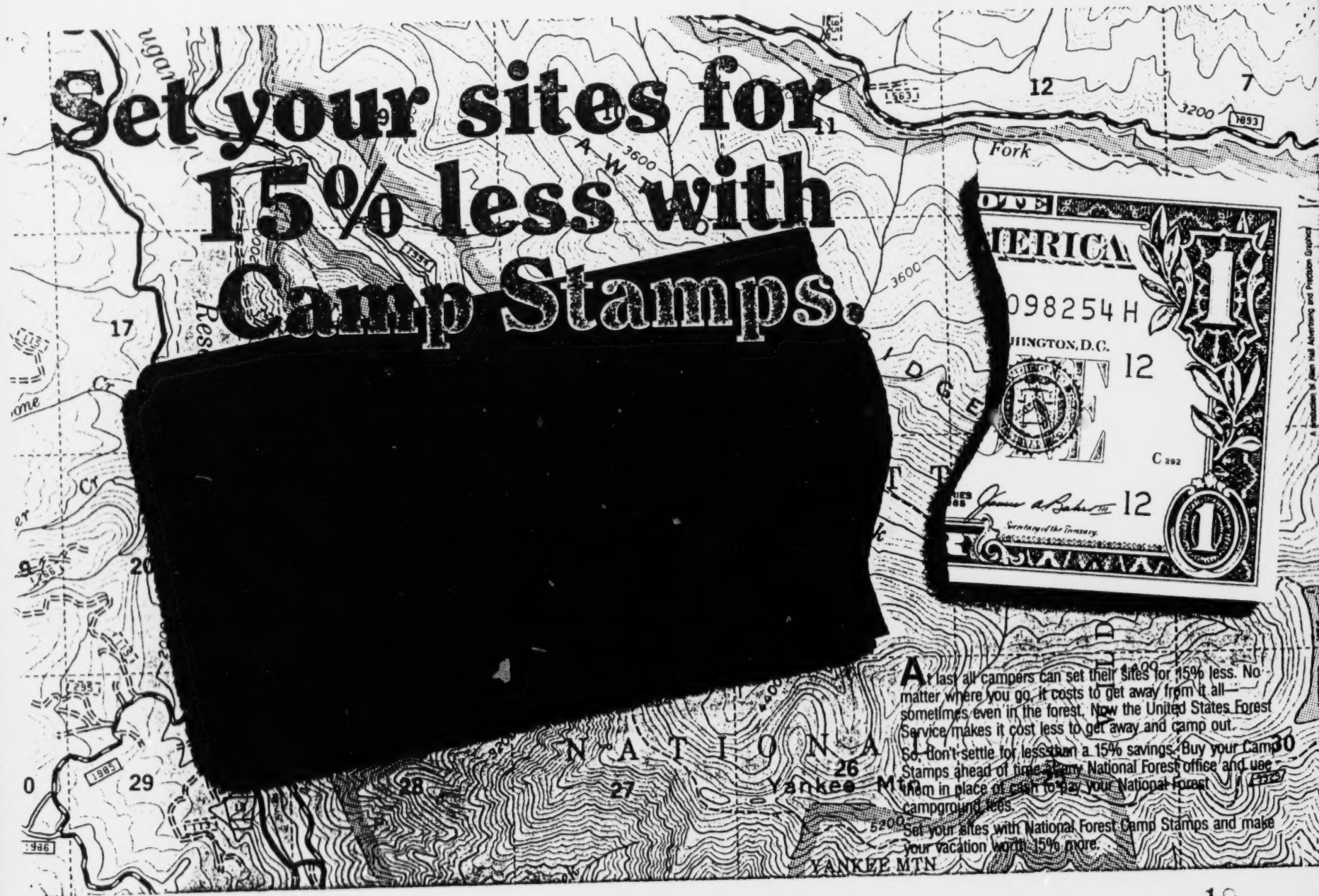
And you could be in our sights. ABC's hit T.V. show, America's Funniest People, will be holding auditions Nov. 9 from 10 AM - 5 PM in the EMU Breezeway. If your talent is bizarre enough, we'll give you a chance to show your stuff. So give it a shot. You might be funny enough to hit the bull's-eye.

America's Funniest People

abc

WE DIG CLASSIC ROCK.

Museum of Natural History
University of Oregon


Set your sites for 15% less with Camp Stamps.
At last all campers can set their sites for 15% less. No matter where you go, it costs to get away from it all—sometimes even in the forest. Now the United States Forest Service makes it cost less to get away and camp out.
So, don't settle for less than a 15% savings. Buy your Camp Stamps ahead of time at any National Forest office and use them in place of cash to pay your National Forest campground fees.
Set your sites with National Forest Camp Stamps and make your vacation worth 15% more.
NATIONAL
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We urge our students to get involved with the internship program. It is the best way for majors to discover what working in their chosen career is really like. It also provides experience important for their job search once they are out of school. At Drake's School of Journalism and Mass Communication, we know the best way to learn is by experience.

For more information on the JMC internship program, contact School of Journalism and Mass Communication, Drake University, 2507 University Ave., Des Moines, IA 50311, phone (515) 271-2838. The School is accredited by the American Council on Education in Journalism and Mass Communications.

School of Journalism and Mass Communication

S-J-M-C

Drake University

Internship Brochure

Polly Flug is the SJMC Internship Coordinator.
Office: Meredith 105. Phone: (515) 271-3867

In the 1990s, the role of communications in all sectors of society will be even more important. From the reporter at a small weekly newspaper to the account executive of a major advertising agency, professional journalists and mass communicators will have more demanded of them and expected of them than at any time in the past. To meet this challenge, the School of Journalism and Mass Communication offers a comprehensive program designed to broaden and deepen the student's understanding of theory and practice of journalism and mass communication.

- Dr. Michael Cheney, Dean

Drake University's School of Journalism and Mass Communication knows how to prepare its students for the demands of the "real world," and it shows. The curriculum we've developed for all SJMC majors sets them on their way to achieving their life's goals. Over 93 percent of SJMC majors are employed within six months of graduation.

At the School of Journalism and Mass Communication, we realize that working as an intern is one of the most valuable experiences a student can have before entering the business world. We encourage and guide our students toward finding job opportunities while they are still in school. All of our professors have private-sector experience. They offer insight into their fields as well as direction concerning the "ins and outs" of their chosen fields.

Each major in the SJMC is supported by a balance of general liberal arts courses that give our students a broad-based knowledge of the world. The individual majors have their own unique qualities that give students in the School an extra edge on their competition.

ADVERTISING majors-

...are provided with a broad range of basic skills in all areas of advertising that allow for solid job placement.

...have opportunities to develop, produce and present advertising campaigns throughout their studies in the School.

PUBLIC RELATIONS majors-

...learn problem solving, planning and communication skills vital to PR practitioners.

...examine current problems and opportunities of local, state or national organizations as related to the PR field.

BROADCAST NEWS majors-

...are exposed to production, legal and management aspects to make them well-rounded radio and television reporters.

...use up-to-date cameras, processors and other equipment essential to contemporary radio and television.

BROADCAST SALES & MANAGEMENT majors-

...receive preparation in production, announcing, writing and other aspects of broadcasting.

...concentrate on advertising and management in the business side of broadcasting.

RADIO & TELEVISION majors-

...are involved with student television productions and campus and community operations.

...learn everything from announcing, directing, lighting and videotape operation to production skills in and out of the studio; they have access to our studios throughout the day.

NEWS EDITORIAL majors-

...learn from instructors with professional experience in reporting and editing and have extensive knowledge of our computer-intensive environment.

...receive input from editors on their work; in the professional community, the feedback on their training has been overwhelmingly positive.

MEDIA GRAPHICS majors-

...learn skills of photography, typography and preparation of camera-ready copy for reproduction.

...work with businesses that help in the printing and production process of media graphics.

MAGAZINES majors-

...are concerned with everything from the techniques of layout and design to writing and editing.

...learn about magazine publishing--its history, economics and place in society.

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Adventureland Park's Palace Theatre, Des Moines

The Variety Club of Iowa Telethon 1989

April 1-2, 1989 10:30 PM - 6 PM

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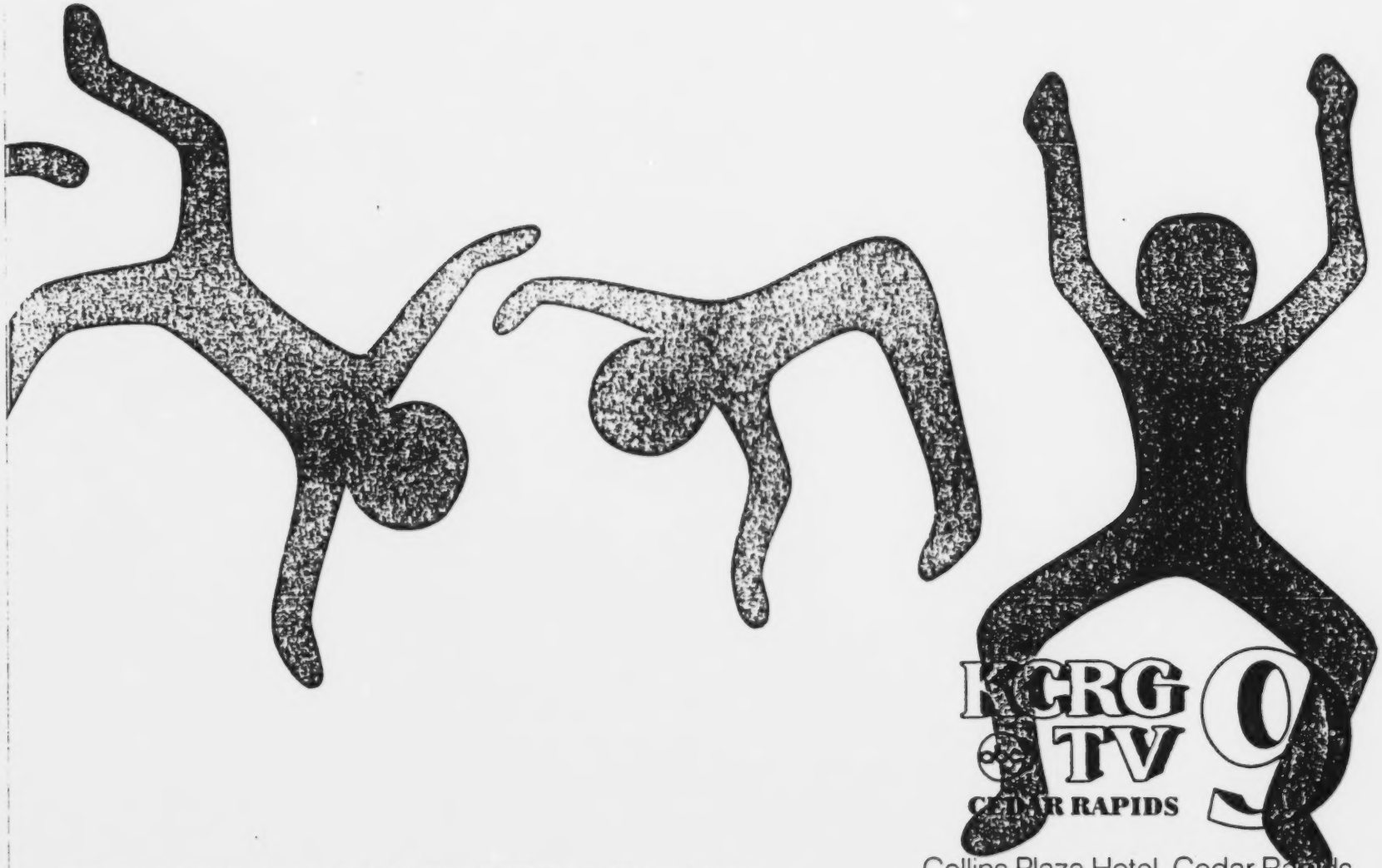


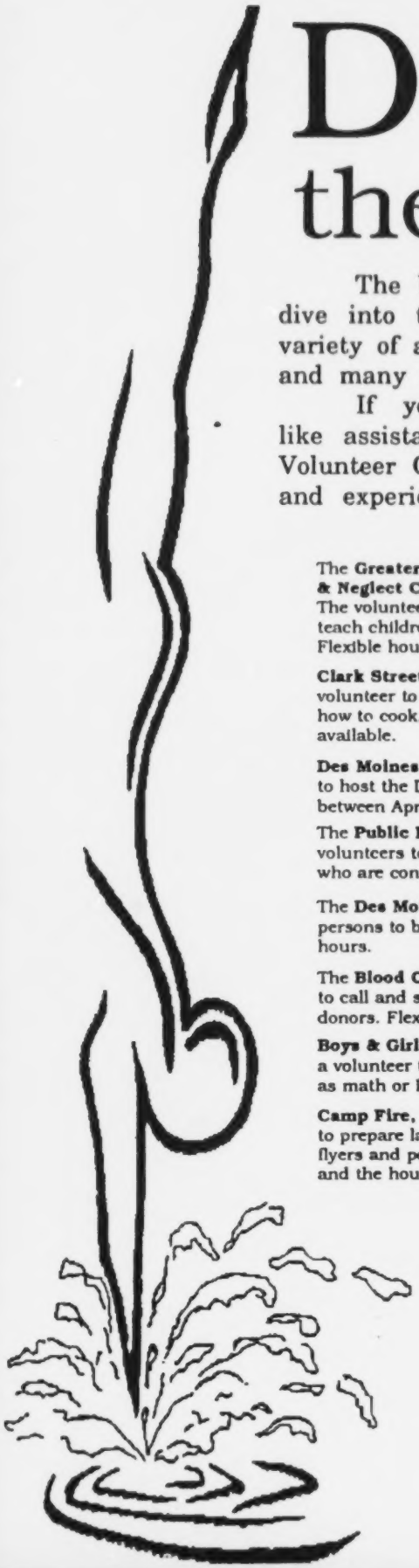
Design: Kevin Kellner, BowWow Advertising • Printing: Plain Talk Publishing Co. • Film: ScanGraphics, Inc. • Paper: Leslie Paper Company

Collins Plaza Hotel, Cedar Rapids

DIVE INTO
the volunteer pool

The United Way of Central Iowa Volunteer Center invites you to dive into the volunteer pool! Opportunities are available in a wide variety of areas -- from child care to computer work. Hours are flexible and many opportunities are available evenings, weekends, and at home.

If you're interested in an opportunity listed below or if you would like assistance in finding one that's perfect for you, simply call The Volunteer Center at (515) 246-6545. Get into the swim of volunteering and experience the rewards!



The **Greater Des Moines Child Abuse & Neglect Council** needs a Happy Bear. The volunteer will wear a bear costume and teach children how to avoid sexual assault. Flexible hours.

Clark Street House of Mercy needs a volunteer to teach small groups of residents how to cook. Evening and weekend hours available.

Des Moines Symphony Guild needs volunteers to host the Decorator's Show House V any day between April 29 - May 21.

The **Public Library of Des Moines** needs volunteers to deliver books to area residents who are confined to their homes.

The **Des Moines Playhouse** is looking for persons to build and paint sets. Flexible hours.

The **Blood Center of Iowa** needs a volunteer to call and schedule appointments for blood donors. Flexible hours.

Boys & Girls Club of Des Moines needs a volunteer to tutor youth in basic skills such as math or English. Evening hours.

Camp Fire, Inc. needs an artistic volunteer to prepare layouts and sketches for brochures, flyers and posters. All materials are furnished and the hours are flexible.

Polk County Victim Services needs a reader of the *Des Moines Register* to clip and mail crime-related articles to the violent crime counselor. This work can be done at home.

Des Moines General Hospital needs an emergency room assistant to interact with patients and transport them to other floors. Flexible hours.

Bishop Drumm Home needs a musical volunteer to entertain residents. The time commitment is minimal.

Veterans Administration Medical Center is looking for a volunteer to assist veterans to utilize community resources and V.A. benefits. Afternoon and evenings - weekdays.

Court Appointed Special Advocate Program needs volunteers to advocate for abused or neglected children in the court system. Daytime hours.

Methodist Hill Children's Center needs a volunteer painter and handyman anytime between the hours of 6:30 a.m. - 5:30 p.m.

Iowa Jewish Senior Life Center needs a volunteer to play bingo with residents on Sunday afternoons.

Iowa Children's and Family Services needs volunteers to transport foster children to home visits and appointments. Reimbursement for mileage provided.

MAKE A SPLASH!

Call The Volunteer Center at

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Don't Wait For The Final Four

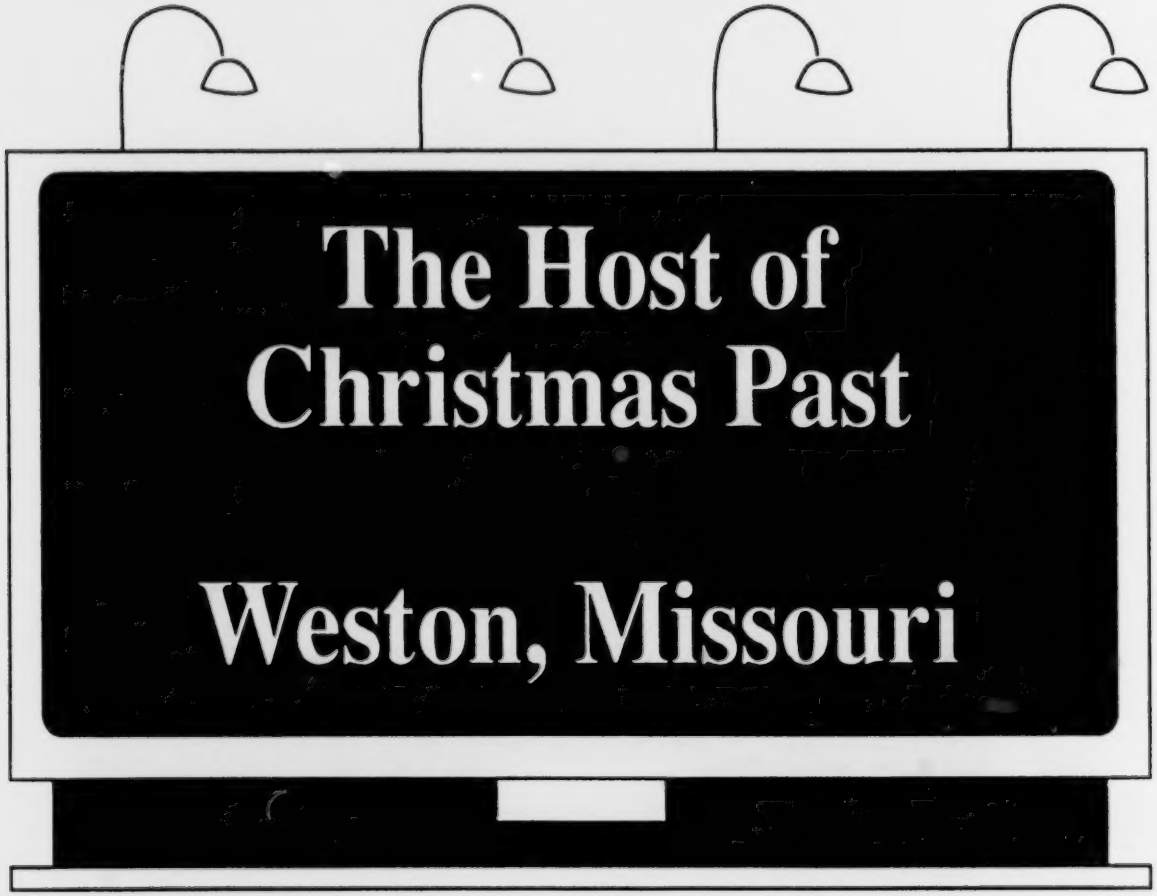
Get your Jayhawker Yearbook while supplies last. You'll find page after page of the great people and events that make KU the best college experience in the world. Orders for the Jayhawker Yearbook will be taken on April 15 in front of both Wescoe Hall and the Kansas Union. Orders will be taken for two weeks only.

We Wrote the Book On the Jayhawks

We filled the Jayhawker Yearbook with pictures, stories, and other happenings of the past year. Your college days are captured forever in the 1990-1991 Jayhawker Yearbook. From Country Club Week to walking down the hill, you won't want to pass up this piece of KU history. Purchase your Jayhawker Year book in front of the Kansas Union or Wescoe Hall on April 15. They will be available for two weeks. A small investment of $25.00 is all it takes. While you're getting your yearbook, have it personalized by everyone there.

The $25 KU Picture Book

It's coming. The Jayhawker Yearbook will be available April 15. This full color, hard-back is packed with the year's greatest events. You'll also find pictures of the people that make KU the best college experience in the world. Jayhawker Yearbook orders will be taken in front of both the Kansas Union and Wescoe Hall. They are only available for two weeks, so don't hesitate. Make plans to get your 1990-1991 Jayhawker Yearbook now.

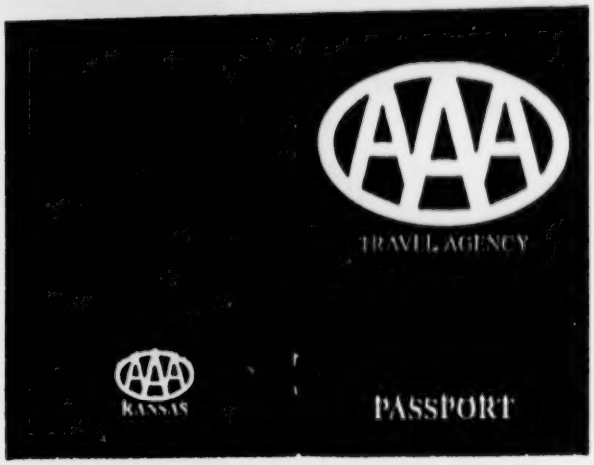

The Host of
Christmas Past
Weston, Missouri

It's A Mother's Nature

At Special Delivery Diaper Service we care about your baby and your baby's world. That's why we use 100% cotton diapers. A fresh supply of diapers will be delivered to your baby twice a week. Our diapers are not only comfortable to your baby's sensitive skin, they are also safe for your baby's delicate world. It is a mother's nature to care for her baby.

Kick Some Ads

Your butt's on the line. If you want valuable work experience with an advertising agency, give us a call. We'll put you to work in copywriting, art direction, media, research, or account service. You don't need to be an ad major, we really don't care what you do. We meet every Wednesday morning at 7:30 a.m. in Room 100 of Stauffer-Flint Hall. That's 7:30 a.m. Sure you could sleep your college days away, but shouldn't you make the most of them? Start kicking some ads and call 864-5ADS (864-5237).



NAME

ADDRESS

CITY, STATE, ZIP

SIGNATURE

If you thought AAA was just an auto club, you're about to miss the boat, bus, plane, train, and much more. Not only is AAA the world's largest auto club, we are also a full-service travel agency. Whether your travels take you to the tallest peak of the Andes, or the deepest fathoms of the Mediterranean, AAA is the passport to a fulfilling vacation.

Property of AAA Travel Agency

Property of AAA Travel Agency

Whether you're hopping a train, flying the skies, or sailing the seven seas, AAA will make sure that you are where you want to be, when you want to be there. You can count on AAA to arrange:

- Airline travel reservations for domestic and international flights
- Worldwide cruises
- up to 30% discount on specific departures
- Exclusive AAA Motorcoach Tours

Go sink your toes into the sand or hit the slopes, because your hotel reservations and car rental are already taken care of. Vacation should be a time of luxury and enjoyment, so take the AAAdvantage of even more of our services:

- Discounts on Avis and Hertz car rental
- International driving permits
- Passport photos
- Travel guide books
- Maps

Property of AAA Travel Agency

Property of AAA Travel Agency

Wherever your vacation may take you, remember AAA is your passport to a successful vacation. So climb aboard and enjoy your travels. Give your nearest AAA agent a call, we're ready to send you on your way!

Each time you travel with AAA, present your AAA Passport and receive credit toward your $100 bonus. Credit will be given each time you purchase an airline ticket, cruise or tour from AAA of $300 value or more. After all boxes are filled, we'll give you $100 toward future travel.

- Not applicable with any other discount
- Not applicable for commercial accounts
- One Passport per family

Property of AAA Travel Agency

Property of AAA Travel Agency

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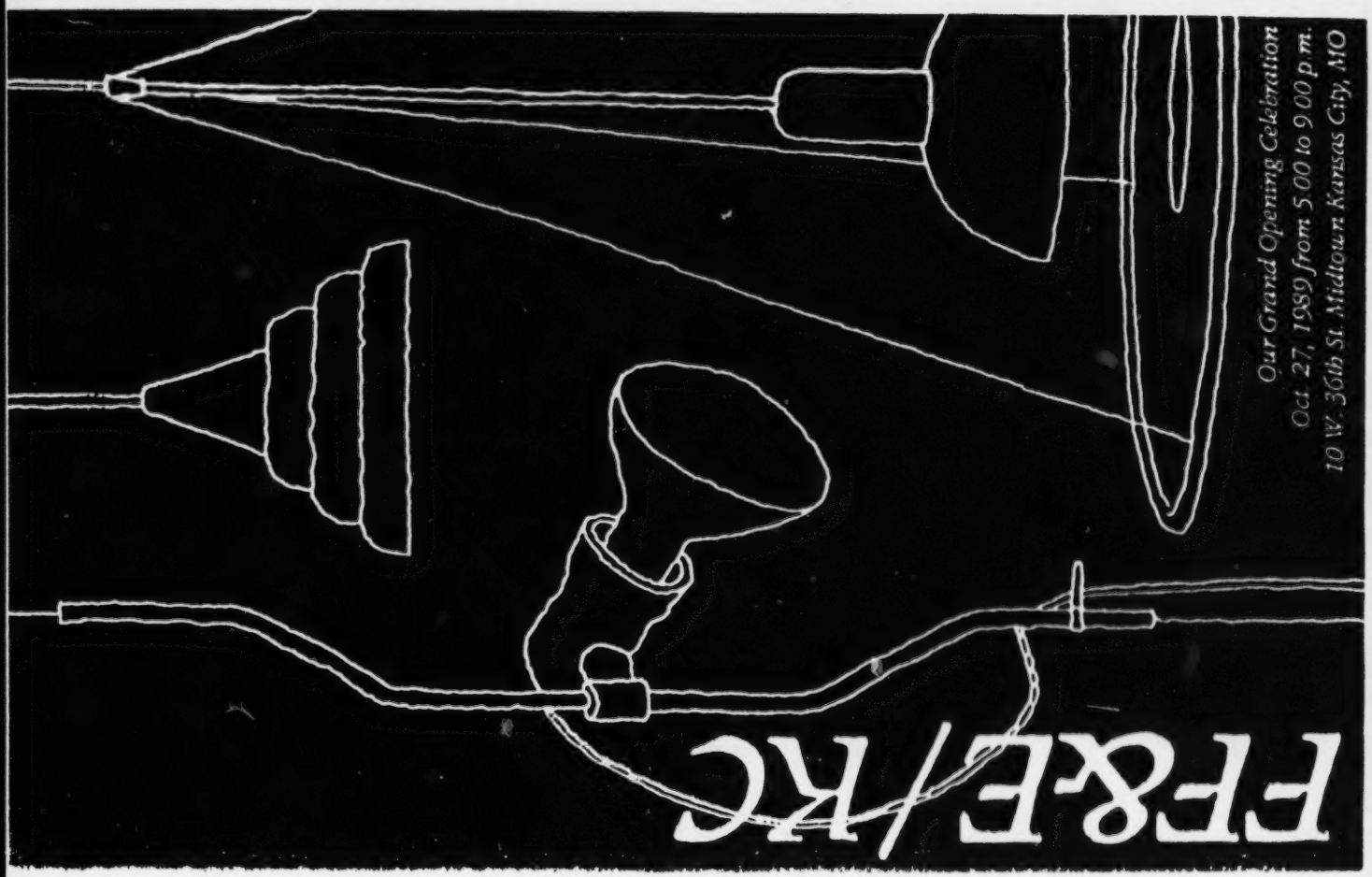

For an Illuminating Experience...

Come celebrate with us the opening of our new Kansas City location. *FF&E/KC* is now Kansas City's premier dealer of the finest contemporary lighting products for architects and interior designers. So come and let us turn you on to *FF&E/KC*.

Time: 5-9 pm
Date: Oct. 27, 1989
Place: 10 W. 36th Street
Midtown, Kansas City

For more information please call us 816-756-3276

WHAT'S COOKING AT WAZO'S?

Call for delivery

BEST COPY AVAILABLE

Your Complete Sandwich Shop

WAZO'S
PLACE

TRY OUR LENTEN SPECIALS

SHRIMP or CATFISH
DINNERS only $3.99

MOZZARELLA
STICKS
SAT. & SUN.
$1.79

521 S. Illinois Ave. "On the Strip"
Call For Fast Delivery 529-5020 or 549-1013

FREE PRINTS

FREE
DUPLICATE SET OF PRINTS
★ WITH THIS COUPON ★

NOW THROUGH DECEMBER 1989

EGYPTIAN PHOTO & COPIES

1 HOUR PHOTO PROCESSING

529-1439 717 S. Illinois Ave.
M-TH 8-8:00 F&S 8-8:30 SUN 1-8:00

NEW HOURS!

THESIS COPIES FOR GRADUATE SCHOOL
100/$5.00
25% COTTON BOND
★ WITH THIS COUPON ★
1 HOUR FILM PROCESSING
EGYPTIAN PHOTO
Expires December 1989

5 REPRINTS FOR $1
★ WITH THIS COUPON ★

1 HOUR FILM PROCESSING
EGYPTIAN PHOTO
Expires December 1989

100 XEROX COPIES
$2.50
★ WITH THIS COUPON ★
1 HOUR FILM PROCESSING
EGYPTIAN PHOTO
Expires December 1989

Designed by SAA

Stop Looking through the Keyhole

Since 1989, Travis Maguire & Associates has been dedicated to providing "real-life" experience to students wanting to get a head start in the competitive world of advertising.

As a result, our graduates have gone on to work for such top agencies as **Leo Burnett, J. Walter Thompson, and D.D.B. Needham,** just to name a few. And as they continue to maintain a link with Travis Maguire & Associates through their participation in our graduate Board of Directors, current interns and employees have, at their service, an invaluable networking group to advise and refer them.

Travis Maguire & Associates is now accepting intern positions in **Accounts, Business, Public Relations, Writing, Graphic Design, Illustration, Photography, Cinematography and Media.**

Open Doors to. . .

Leo Burnett

D.D.B. Needham

J. Walter Thompson

An informational meeting for new interns will be held on **Wednesday, January 23, 1991** at the **University YMCA, Conference Room K1** at **7:00 p.m.** For more information, please call **(217) 373-4300** or **(217) 367-7286.**

Travis Maguire & Associates
Advertising Services

We don't copy We create

Our stylists at **Lando's I & II** and **Hairbenders** believe in individualized hair design. No haircuts that leave you looking like a photocopied product. Only personal and professional hair care for men and women catering to individuality.

Lando One & Two
707 S. Sixth
Champaign, IL
344-0097

HAIR BENDERS
706 S. Sixth
Champaign, IL
384-5050

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Two salons with a single purpose

Years Ago, Dave and Larry Drove a Mean Set of Wheels

Larry Kresin

Dave Lecher

No matter how rebellious we all once were, we simmer down sooner or later. As Tuscola National Car Loan Officers, Dave Lecher and Larry Kresin know all about that.

Dave used to speed around in a souped up T-Bird, and Larry's Studebaker Silverhawk was a thing of beauty. They'd race those things as fast as the country road would let 'em.

Believe it or not, these "rabble rousers" have settled down. Now they're serious about loaning, so that others will have their own set of keys. And they've been making car loans for quite a few years now.

That doesn't mean the thrill of new cars has left them. No, it's just the reverse. Dave and Larry are as excited for your new car as they were for their beauties.

They're fast racers in a different way.

They'll bend over backwards to get you a car loan as fast as they can. Most of the time, you'll have your financing in an hour. And Tuscola National car loans are for the car you want, not the slow-selling car that dealer financing pushes.

When it comes to car loan approvals, Dave and Larry put the pedal to the metal.

Stop in and ask for Dave Lecher and Larry Kresin for your Tuscola National Car Loan.

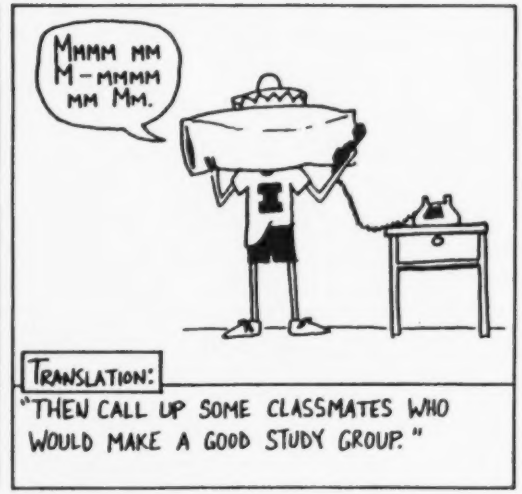
Tuscola National

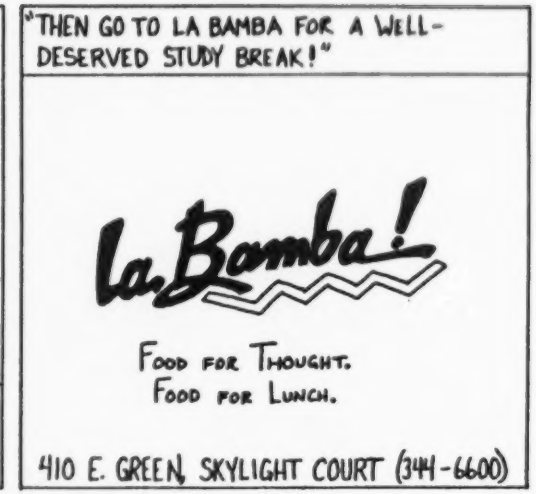
Car loans faster than the going rate.

BEST COPY AVAILABLE

BURRITO MAN OF LA BAMBA

THIS WEEK, BURRITO MAN HAS SOME HELPFUL STUDY TIPS FOR FINALS WEEK...
Mmm mm Mm Mmmmm Mmm mm mmm Mm Mmmm!
TRANSLATION:
"FIRST, FIND A WELL-LIT STUDY AREA WITH PLENTY OF ROOM FOR NOTES AND BOOKS."




"THEN GO TO LA BAMBA FOR A WELL-DESERVED STUDY BREAK!"
la Bamba!
FOOD FOR THOUGHT.
FOOD FOR LUNCH.
410 E. GREEN, SKYLIGHT COURT (344-6600)

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C&U Poster
Fuad's
CREATIVE
Hair
DESIGN
FIFTH & GREEN